

In the Claims:

Please cancel Claims 7, 8 and 11-13 from the present application.

Please add new Claims 22-26 as follows:

22. A method of proposing commerce between a merchant in a first location and a potential customer associated with a mobile wireless device, the steps of the method comprising:

- entering information on the proposed commerce into the mobile wireless device;
- transmitting from the mobile wireless device a signal having only a limited geographic range, which signal includes the information on the commerce proposed by the potential customer, whereby said transmitted signal may be received only by receivers within the limited geographic range, a range which makes the merchant's location proximate to the location the mobile wireless device of the potential customer at the time of transmission; and
- receiving, at the mobile wireless device, information from a merchant which is proximate to the customer and within the limited geographic range of the mobile wireless device associated with the potential customer, whereby a potential customer may receive information related to the proposed commerce from a merchant located proximate to the potential customer at the time.

23. A method of proposing commerce between a customer and a merchant including the steps of Claim 22 wherein the method further includes receiving a customer input based on the information from the merchant and transmitting a second message to the receiver of the merchant within the proximate area, whereby, given the limited transmission range of the mobile wireless device, the customer is proximate to the merchant at the time of his transmissions and communicates only with merchants which are proximate to his location during communications.

24. A method including the steps set forth in Claim 22 wherein the step of transmitting includes using a Bluetooth communications system.

25. A program stored on a storage medium adapted to be read by an information handling system, the program comprising:

a first module which receives an input from a potential customer and generates a message based on that input;

a second module which coupled to the first module and which transmits the message over a limited geographic range using a mobile wireless device associated with the potential customer, said message being transmitted to at least one merchant within the limited geographic range;

a third module for receiving a message from a merchant within the limited geographic range in response to the sending of a message; and

a fourth module which is coupled to the third module and which displays the message from the merchant to the potential customer, whereby the stored program allows for commerce to be communicated between a merchant and a potential customer only while the potential customer is located proximate to the merchant at the time of communications.

26. A stored program including the modules specified in Claim 25 wherein the mobile wireless device includes a Bluetooth communications system which communicates only over a limited geographic range, so that the consumer is communicating only with merchants located within the limited geographic range at the time of communications.